



Exhibitor Application



Feria de la Oportunidad

Comcast partners with VA Hispanic Chamber of Commerce
to present

A Day of Opportunity ~ "Something for Everyone"

EVENT OVERVIEW

On Saturday, July 22, 2006 from 11:00 – 4:00 pm in the former Hecht's building of Cloverleaf Mall, Comcast and the VA Hispanic Chamber of Commerce will present **Feria de la Oportunidad** for the Hispanic community of Metro Richmond. **Feria de la Oportunidad**, a day of opportunity, will consist of a **job fair**, Hispanic family festival, an information and resource center, public safety tips, health screenings and much more -- **something for everyone in the family**.

Various employers throughout Richmond will provide **employment opportunity** information to the parents. The special **children's area** will offer activities and games, kid friendly entertainment and give-aways for all. Health care professionals will be on hand to perform **health screenings**, provide information, and answer questions. **Public safety agencies** will be available to offer **general information and safety tips**. In addition, **non-profit organizations**, financial, religious and educational institutions will be on-site providing details on their unique opportunities. No family festival could be complete without food and music as well.

GOALS

- Provide an informative, fun, family day for the Hispanic population of Metro Richmond.
- Attract over **100 business and organization** to provide information regarding their opportunities, service, and programs targeted toward the Hispanic
- Attract over **2,000 potential Hispanic community members** which could be potential employees, customers or clients

While all members of the community are invited to enjoy **Feria de la Oportunidad**, the event is targeted towards the Hispanic/Latino population to provide them with valued information about products, services and job opportunities that the businesses and organization of the Greater Richmond area have to offer the Hispanic community.

VENUE

We were able to secure a venue on the border of Richmond City and Chesterfield County, a location heavily populated with Hispanic families. We wanted to be sure that our target audience would not have to travel far to take advantage of the event. The venue size will allow the event to offer something for everyone. With the use of pipe and drape, the building will be sectioned off to allow space and opportunity for exhibitors/agencies to offer information and provide various services. The venue will consist of the following areas:

Job Fair / Employment
Information / Resource Center
Health Services Area
Education and Kids Area
Public Safety Area
Special Non-Profit Area for Organizations **servicing** the Hispanic community